PRIVATELY PRINTED BOOKS

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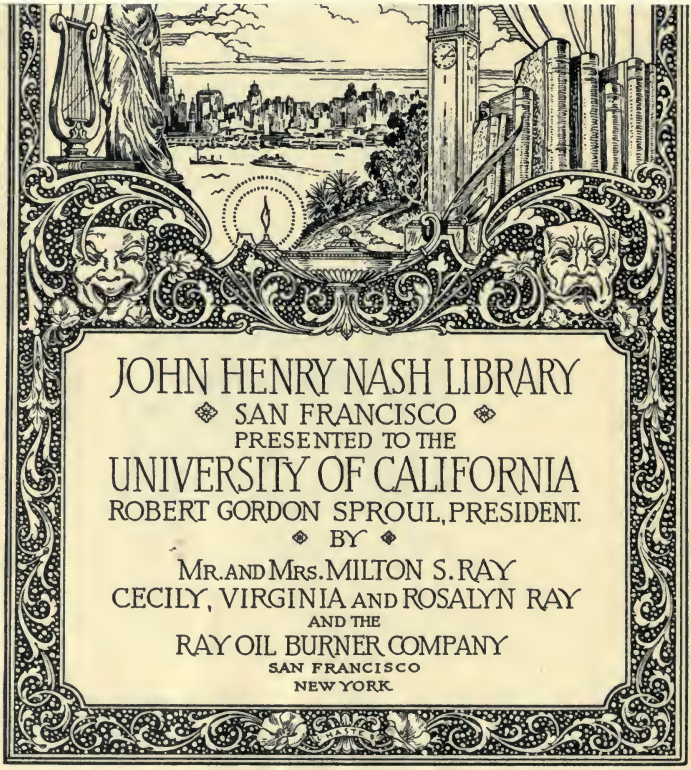

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PRIVATELY PRINTED BOOKS AND THEIR PERSONAL VALUE AS CHRISTMAS GIFTS.

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PRIVATELY PRINTED BOOKS AS GIFTS FOR CHRISTMAS.

A SUGGESTION.

THE appropriate and acceptable Christmas gift is always a problem—there are so many men and women of so many minds to satisfy, and as a rule the question of expense must be considered.

Some years ago one man did solve this problem and in so satisfactory a way that many others have followed his example. After figuring carefully as to the amount

of money he usually expended, the time, energy and worry necessary to make the necessary purchases, and then the general dissatisfaction he felt as he realized how inappropriate and inadequate were most of his gifts and how trivial each item seemed and how quickly they would be lost or destroyed and forgotten, he decided on a new move.

This was to take the same sum of money —or even less—and print a book of his own in as fine a manner as it could be prepared. This, of course, was a personal gift in every sense of the word— as such it would be treasured. No one can

throw a book away—as such it would be kept.

By choosing as a subject some classic that has lived and will live, he had copy that would appeal to all minds.

By obtaining a format beyond criticism he created a thing of beauty suitable for any library, and by making the edition a limited one he created an article of value that would increase in worth as time passed.

So much for the idea—now for the practical application and the ease of accomplishment. First select the subject matter; then a good printer, one with taste

and appreciation; a hand-made paper securing instant recognition of quality and insuring at the same time lasting quality beyond question.

Good paper, good printing, and good composition, with hundreds of examples from the old master-printers to guide one, make the manufacturing end a very simple proposition.

Such papers have been gathered from China, Japan, Korea, France, Italy, England, Spain, Sweden, Switzerland, Holland and Belgium, and are to be found in stock in great variety—in laid and wove, white and cream (and in colors

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